

COLUMBUS CABLE COMMISSION MEETING
COLUMBUS CITY HALL

June 2nd, 5:00 PM - Council Chambers, City Hall

1. Vice Chairman Pyfferoen called the meeting to order at 5:01 pm.
2. Members present: Clark, Pulver, Pyfferoen, Traxler. Also in attendance: City Administrator/Treasurer Kyle Ellefson
3. Notice of public meeting. The meeting was properly noticed.
4. Motion to approve minutes as submitted by Traxler, second by Pulver. Motion carried unanimously.
5. Motion to approve the Agenda by Clark, second by Traxler. Motion carried unanimously.
6. Citizen Comments: Lisa Wolf, representing Wisconsin Community Media, commented via Zoom. Wolf introduced herself as the Vice President of the Wisconsin Community Media Board of Directors, and the Media and Communications Coordinator for the City of Watertown. Having worked for Columbus previously, she expressed a desire to help the Commission and offered herself as a resource.
7. **OLD BUSINESS**
 - a. Discuss Production Specialist Job Description changes with City Administrator. Administrator Ellefson reviewed changes from what had originally been submitted by the Commission, including classifying the position as FLSA Non-Exempt, indicating the work environment may at times be loud or noisy, and adding an essential duty that covers the creation of promotional or informational materials. Commissioners questioned if this position would be working on the City Website or performing other administrative city duties, but Ellefson clarified that this additional duty would cover creation of materials used in conjunction with the Cable Channel, such as promotional and educational materials that promote an event or program shown on the channel.
8. **NEW BUSINESS**
 - a. Annual Election of Officers. Motion by Pyfferoen and seconded by Pulver to elect Traxler as Chair. No other nominations were made. Motion carried unanimously. Motion by Pulver and seconded by Traxler to elect Pyfferoen as Vice-Chair. No other nominations were made. Motion carried unanimously. After a discussion regarding if the Secretary must be elected from within the membership, Traxler made a motion to table the election of a Secretary until Administrator Ellefson could receive feedback from the City Attorney, which was seconded by Pyfferoen. Motion Carried unanimously.
 - b. Review Existing Media Coordinator Job Description and discuss potential changes. Administrator Ellefson and Commissioners discussed the current job description as well as what would be desired in an updated job description that was more comprehensive than the current version. Administrator Ellefson indicated he was interested in broadly enhancing this position's role in communicating information to the public across platforms to ensure there was more timely, relevant and accurate information disseminated regarding the City. Consensus of the Commissioners was that they would like to see this position manage the cable website and resources so they are regularly updated; cover and broadcast City news and events; broadcast useful information for residents; and create content for the Channel. Experience with video editing was highlighted as something that should be added to the qualifications, and there was an interest in explaining the relationship between the Media Coordinator and the Cable Commission within the job description. Traxler indicated he was interested in keeping a fair balance between the funding from the Cable Commission and the duties of the position. Administrator Ellefson will try to compile this information into one document and bring the job description back to the Commission's next meeting for review.
 - c. Budget Update Most recent financial statement was presented.
9. **Establish next meeting date: Special meeting – June 16, 2021 at 5:00 PM**
10. **Adjournment:** Motion by Pulver and second by Clark to adjourn at 6:10 pm, motion carried unanimously.

Respectfully Submitted,

Kyle L. Ellefson, City Administrator/Treasurer